

FIG. I

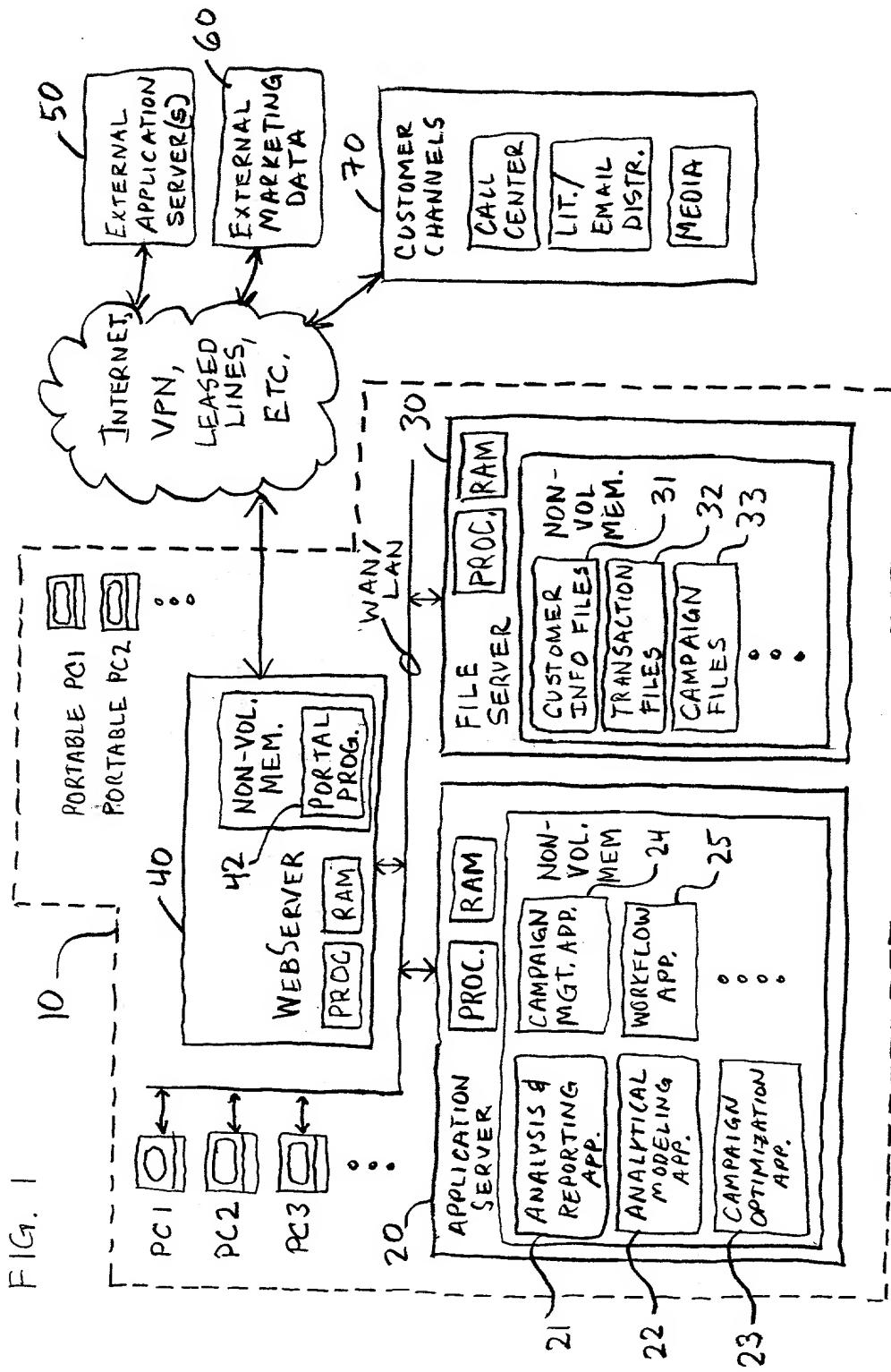
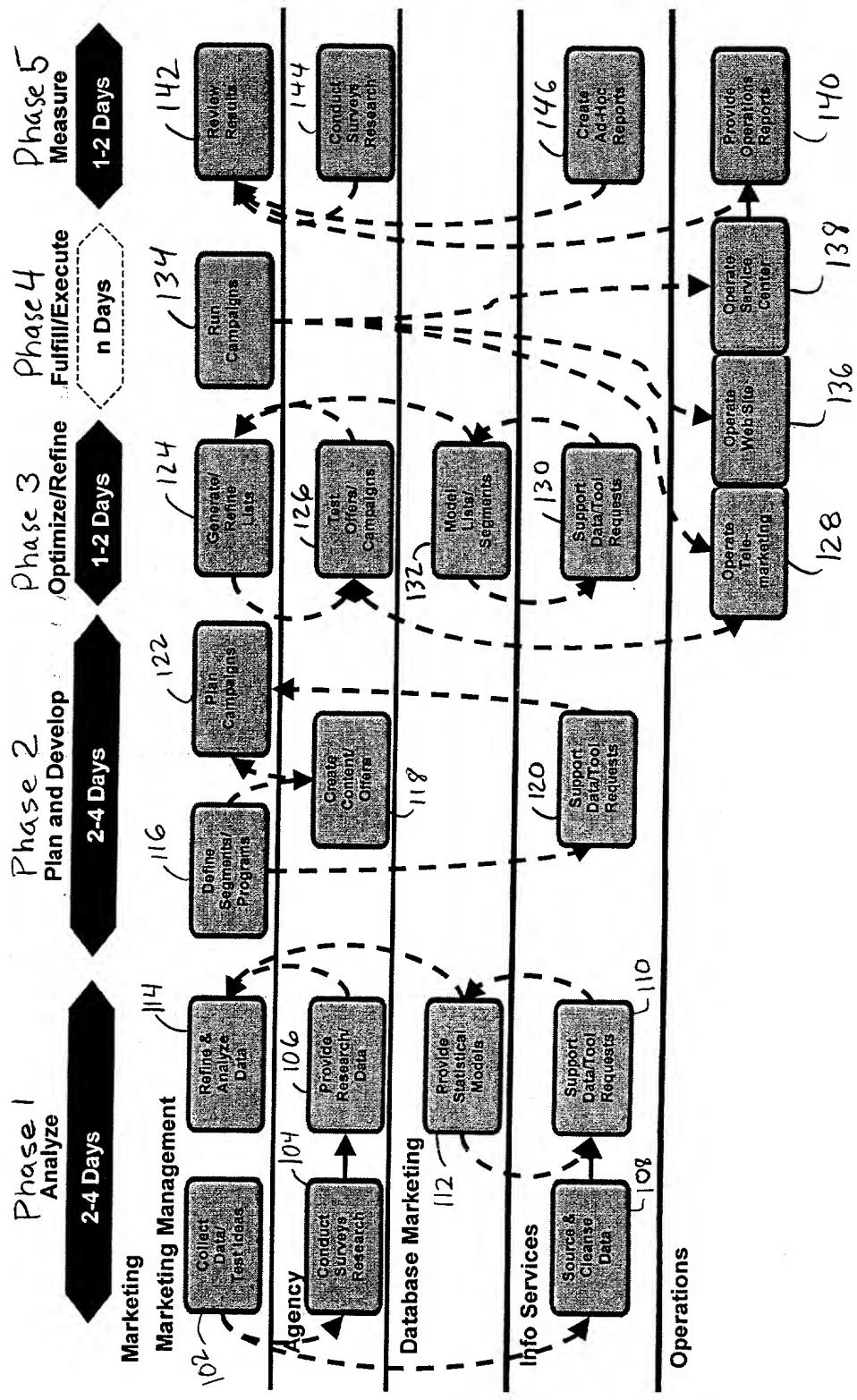


Fig. 2



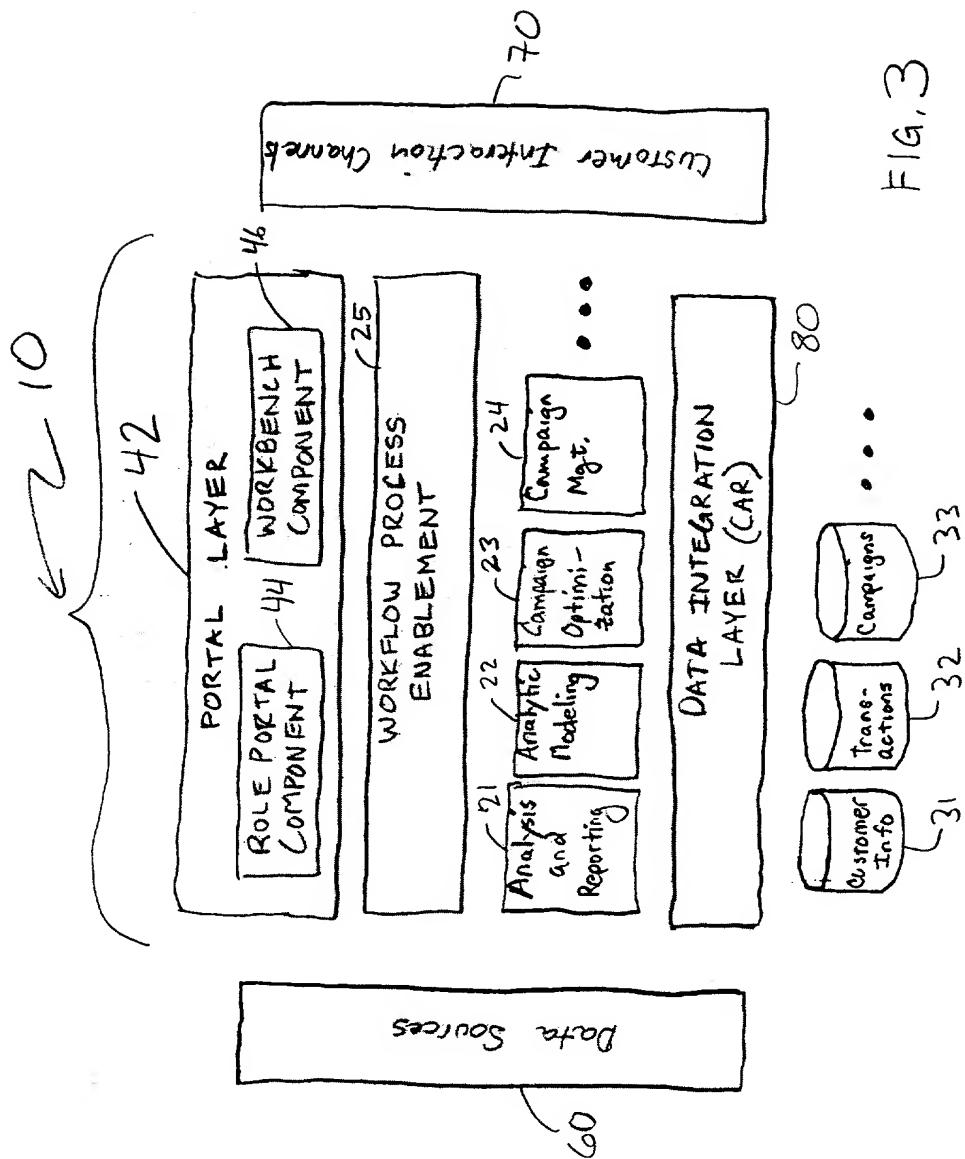
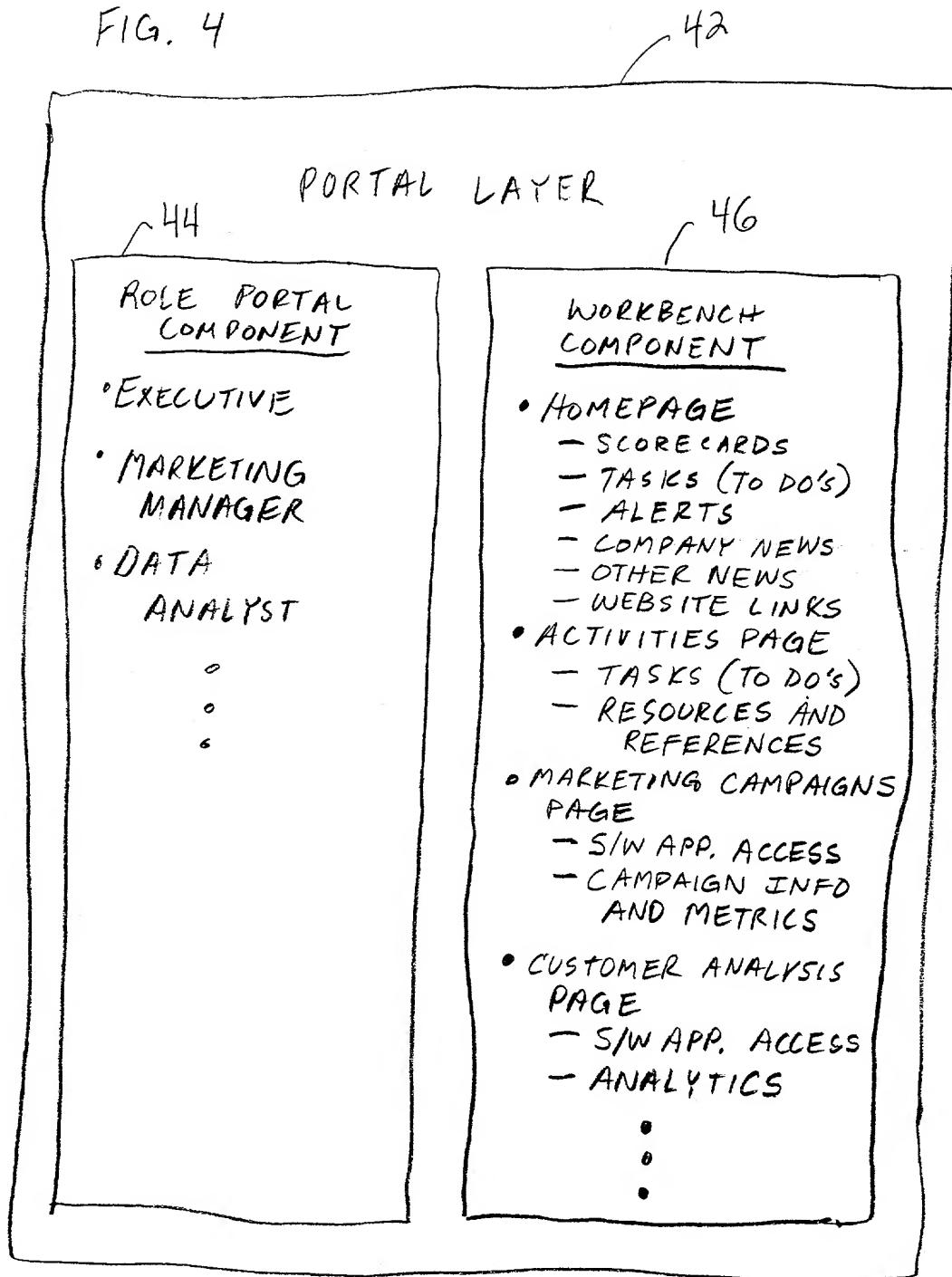
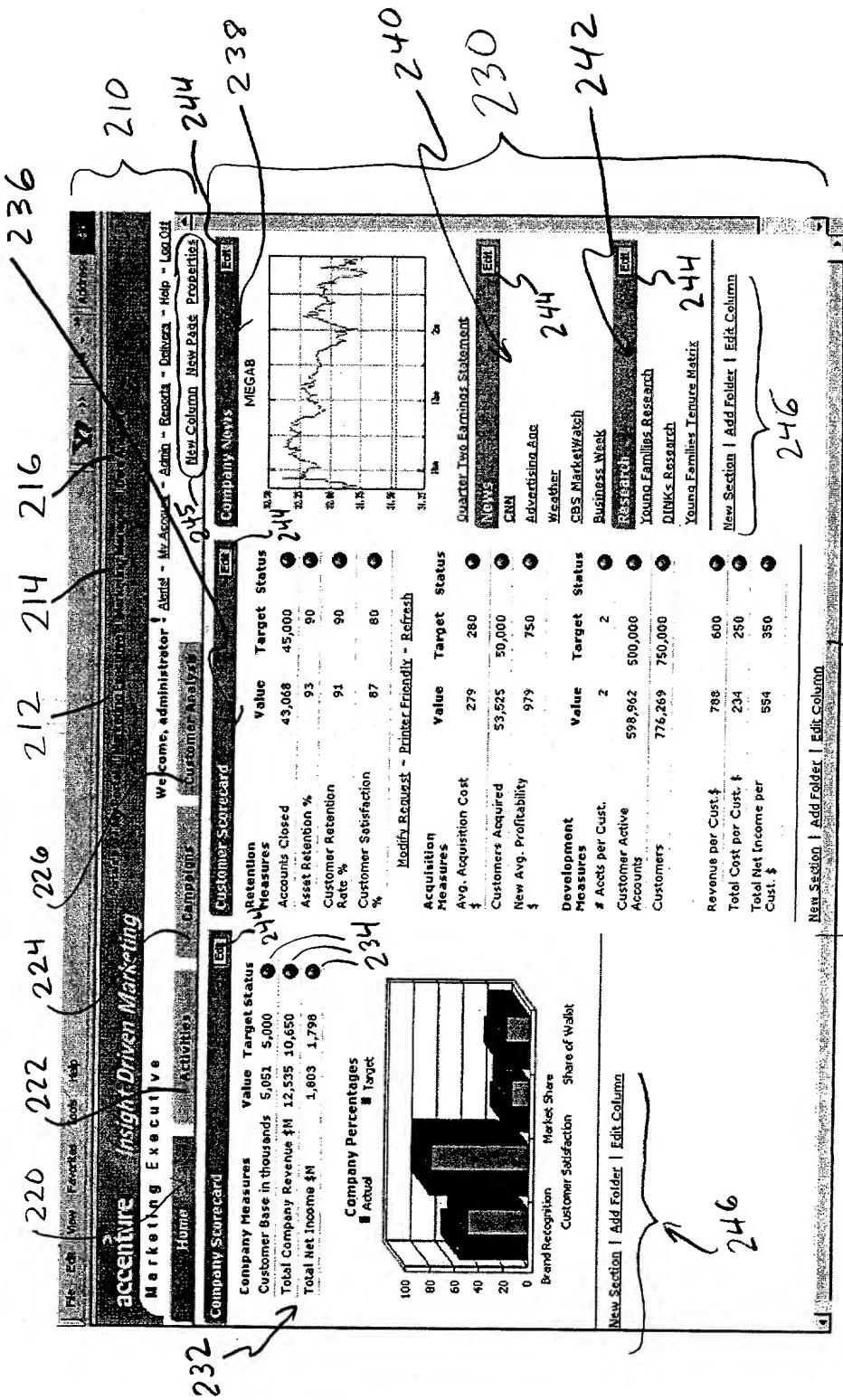


FIG. 4



F/G. 5



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New Column | New Page Properties

**Marketing Manager**

**Retention**

- Leads Program Update
- Retain High Value Singles
- Retain High Value Families
- Retain High Value DK/HK

**Development**

- Show Low Trans.
- Show Average Trans.
- Grow Average Trans.
- Value
- Develop Day Trading Accts.

**Acquisition**

- Cross Sell Family Home Loans
- Cross Sell CC/C Customers

**My Tasks**

**FILTER:** [Maria Martinez]

**Insight Driven Marketing Activities**

- Fall 2001 Marketing Strategy
- Understand Customers & Markets
- Develop Customer Strategy
- Retention
- Development
- Acquisition
- Drive Loyal Behavior Among Na

**Customer Scorecard**

**Retention Measures**

	Value	Target	Status
Accounts Closed	43,068	45,000	●
Asset Retention %	93	90	●
Customer Retention Rate %	91	90	●
Customer Satisfaction %	87	80	●

**Acquisition Measures**

	Value	Target	Status
Avg. Acquisition Cost \$	279	200	●
Customers Acquired	\$31,525	\$0,000	●
New Avg. Profitability \$	970	750	●

**Development Measures**

	Value	Target	Status
New Customer Retention %	82	80	●
Prospect Conversion %	22	20	●
Sales Cycle Time in days	21	25	●

**Customer Scorecard**

	Value	Target	Status
# Active Per Cust.	2	2	●
Customer Active Accounts	598,862	500,000	●
Customers	776,289	750,000	●

**Operating Cost per Customer \$**

	Value	Target	Status
Operating Cost per Customer \$	27	20	●
Selling Cost per Customer \$	46	40	●
Service Costs per Customer \$	160	150	●

**Company News**

MEGAB

**Outlier Two Earnings Statement**

	Value	Target	Status
Advertised Age	15	15	●
CNN	15	15	●
The Weather Channel	15	15	●
Business Week	15	15	●
The Wall Street Journal	15	15	●
Research	15	15	●
Young Families Research	15	15	●
Families with Teens Research	15	15	●
Teen Families - Family Matrix	15	15	●

**New Section | Add Folder | Edit Column**

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Fig. 6

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[Marketing Activities](#) [Edit](#) [Campaign Scorecard](#) [Edit](#)

**Retention**

- Loyalty Program
- Retain High Value
- Singles
- Retain High Value
- Families
- Retain High Value
- DINK

**Development**

- Grow Low Trans.
- Brokerage Accts.
- Grow Average Trans.
- Value
- Develop Day Trading
- Accts.

**MY Tasks** [Edit](#)

**FILTER:**  [Edit](#)

**Insight Driven Marketing Activities**

- Fall 2001 Marketing Strategy
- Understand Customers & Markets
- Develop Customer Strategy
- Retention
- Development
- Acquisition
- Drive Loyal Behavior Among
- Win-back Initiative to Recruit
- Defection Prevention Program

[New Section](#) [Add Folder](#) [Edit Column](#)

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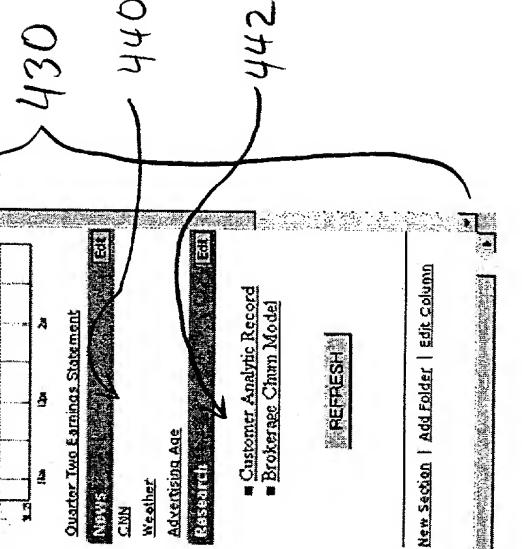


FIG. 7

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Marketing Executive	
<a href="#">Team</a>	<a href="#">Activities</a>
<a href="#">Task Details</a>	<a href="#">Customer Analysis</a>
<a href="#">FILTER</a>	<a href="#">New Column</a> <a href="#">New Pack</a> <a href="#">Properties</a>
<b>Task Details</b> <span style="float: right;"><a href="#">Edit</a></span> <b>Maria Martinez --- Marketing Campaign</b> <b>Manager</b> <b>Phone Number</b> (612)277-8778 <b>Work Item:</b> Initiate Program <b>Status:</b> Impacted <b>Date Assigned</b> 20-Jul-01 <b>Date Due:</b> 25-Jul-01 <b>Input Program Name</b> <b>Description:</b> To start a new program strategy process, open the attached form and enter an identifying name for this process. This name will be used to maintain relationships later on in the process(es). <b>Actions</b> <span style="float: right;"><a href="#">Continue</a> <a href="#">Reassign</a></span> <a href="#">Online Reference</a>	
<b>Insight Driven Marketing Activities</b> <input checked="" type="checkbox"/> Fall 2001 Marketing Strategy <input type="checkbox"/> Understand Customers & Markets <input type="checkbox"/> Develop Customer Strategy <input type="checkbox"/> Retention <input type="checkbox"/> Development <input type="checkbox"/> Acquisition <input type="checkbox"/> Drive Loyal Behavior Among Newly Acquired Customers <input type="checkbox"/> Win-back Initiative to Recent Defectors <input type="checkbox"/> Defection Prevention Program <input type="checkbox"/> Inate Program <input type="checkbox"/> Initiate Customer Strategy	

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FIG.8

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-660 - 672

E/G. 9

170 174 160 172

Marketing Manage		Campaigns		Campaign Selection Criteria		Promo Type		Promo Description		Channel		Promo Date	
Program	Campanha	Ent.	Status	Target		(All Choices)	<input checked="" type="checkbox"/>	(All Choices)		(All Choices)		(All Choices)	
Acquisition	Cross Sell Credit Card	8.70%	8.00%	Consumers		Program	Campanha	Contact	Response	Purchase	Conversion		
	Cross Sell Family Loans	10.05%	10.00%	Average		Type	Description	Count	Rate %	Rate %	Rate %		
Development	Develop Day Trading Accounts	10.70%	10.20%	Development Transaction Value		Time	Duration	1,994,233	39,708	2.0%	0.7%	34.3%	
	Develop Day Trading Accounts	16.20%	15.00%	Growth Low Transaction Value				2,477,560	123,804	5.0%	2.0%	40.1%	
Retention	Retain High Value Customers	9.90%	8.50%	Retention Program Update				13,855	570	4.1%	1.3%	31.8%	
	Retain High Value Families	10.80%	9.50%	Value DINKS				20,823	800	3.8%	1.8%	46.0%	
Retention	Retain High Value Singles	12.43%	12.25%	Retain High Value Empty Nesters				917,858	45,797	5.0%	2.5%	50.4%	
	Retain High Value Families	11.90%	11.30%	Retain High Value Families				3,250,076	95,719	3.0%	1.2%	39.8%	
	Retain High Value Families	11.90%	11.30%	Retain High Value Families				964,090	29,038	3.0%	0.9%	30.4%	
	Retain High Value Families	11.90%	11.30%	Retain High Value Families				1,243,443	74,253	6.0%	2.7%	44.9%	
	Retain High Value Families	11.90%	11.30%	Retain High Value Families				1,712,270	34,063	2.0%	0.5%	24.7%	
	Retain High Value Families	11.90%	11.30%	Retain High Value Families				60,000	6,000	10.0%	1.0%	10.0%	

Fig. 10

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## accenture Insight Driven Marketing

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Please enter only the name of the folder of the Analytical Report that was created. (\*Required Field)

\*Folder Name:

Folder Alias:

(If you would like to enter a more descriptive text for the link name)

[Document Overview](#)

[Customers by Segment](#)

[Demographics](#)

Lifetime Segment	Total Product Count	Products per Customer	Total Assets	Total Profitability
Dinks	1,725,053	2.30	\$8,534,896,366	\$371,510,000
Empty Nesters	2,581,563	2.55	\$55,220,791,311	\$309,355,230
Families with Teens	2,401,192	2.40	\$26,206,477,568	\$348,602,730
Retired	2,781,498	2.78	\$88,686,516,050	\$245,737,795
Young Families	1,890,597	2.24	\$8,442,350,751	\$457,667,740
Young Singles	875,345	1.65	\$954,138,771	\$74,439,790

[Demographics](#)

Lifetime Segment	Average Age	Average Income	Average Family Size	Married	Male
Dinks	30.5	\$60,012	1.5	40.0%	55.1%
Empty Nesters	55.5	\$70,021	1.5	80.1%	45.0%
Families with Teens	46.6	\$65,023	3.5	90.0%	51.1%
Retired	79.5	\$45,028	1.5	80.1%	45.1%
Young Families	38.5	\$50,013	2.5	70.1%	52.1%
Young Singles	24.2	\$40,048	0.5	0.0%	65.1%

[Psychographics](#)

Lifetime Segment	Single	Coupled	Divorced	Married	Bluchip	Div.	Technology
Dinks	30.0%	28.9%	30.0%	10.0%	10.0%	40.0%	5.0%
Empty Nesters	5.0%	20.0%	5.0%	25.0%	25.0%	10.0%	30.0%
Families with Teens	10.0%	25.0%	10.0%	20.0%	20.0%	20.0%	9.9%
Retired	5.0%	10.0%	5.0%	30.0%	30.1%	15.0%	4.9%
Young Families	20.0%	29.3%	20.0%	15.0%	15.0%	30.0%	19.9%
Young Singles	15.0%	24.2%	15.0%	0.0%	0.0%	0.0%	0.0%

FIG. 11

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**Marketing Executive** | **Insight Driven Marketing**

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**Segment Overview**

**Key Metrics**

	Total Product Count	Products per Customer	Total Assets	Total Profitability
Dinks	1,702,810	2.27	\$8,514,896,366	\$371,519,600
Empty Nesters	2,689,365	2.56	\$5,220,791,311	\$209,359,230
Families with Teens	2,403,706	2.00	\$26,206,477,568	\$348,602,730
Retired	2,797,919	2.00	\$80,985,516,090	\$245,755,795
Young Families	1,633,923	2.18	\$8,442,810,751	\$457,641,740
Young Singles	611,436	1.62	\$954,138,771	\$74,339,790
<b>Grand Total</b>	<b>9,821</b>			

**Demographics**

Lifestyle Segment	Average Age	Average Income	Average Family Size	% Married	% Male
Dinks	30.5	\$60,012	1.5	40.0%	55.1%
Empty Nesters	55.5	\$70,021	1.5	80.1%	45.0%
Families with Teens	46.5	\$65,023	3.5	90.0%	51.1%
Retired	79.5	\$45,028	1.5	80.1%	45.1%
Young Families	38.5	\$50,013	2.5	70.1%	52.1%
Young Singles	24.2	\$40,048	0.5	0.0%	63.1%
<b>Grand Total</b>	<b>9,841</b>				

**Psychographics**

Lifestyle Segment	% Fitness	% Outdoors	% Travel	% Domestic	% Cultural	% Bluechip	% DIY	% Technology
Dinks	30.0%	29.9%	30.0%	10.0%	10.0%	40.0%	5.0%	29.5%
Empty Nesters	5.0%	20.0%	5.0%	25.0%	25.0%	10.0%	30.0%	4.9%
Families with Teens	10.0%	25.0%	10.0%	20.0%	20.0%	20.0%	9.9%	—
Retired	5.0%	10.0%	5.0%	30.0%	30.0%	15.0%	15.0%	4.9%
Young Families	20.0%	29.9%	20.0%	15.0%	30.0%	10.0%	19.5%	—
Young Singles	40.0%	20.0%	40.0%	10.1%	20.0%	30.1%	5.0%	29.8%
<b>Grand Total</b>	<b>9,866</b>							

New Section | Add Folder | Edit Column

FIG. 12

FIG. 13A

**ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW**  
26 WEEKS VS. 26 MINUTES

SCHEMING VS. ZONING

**26 Weeks:** For many companies today, moving from marketing ideas to campaign execution is a haphazard series of steps. Collaboration is hindered by functional silos. Data are gathered in batch from external departments and outside agencies. By the time the campaign is out the door, the date have a good, fleeting opportunity to move quickly moving competitors.

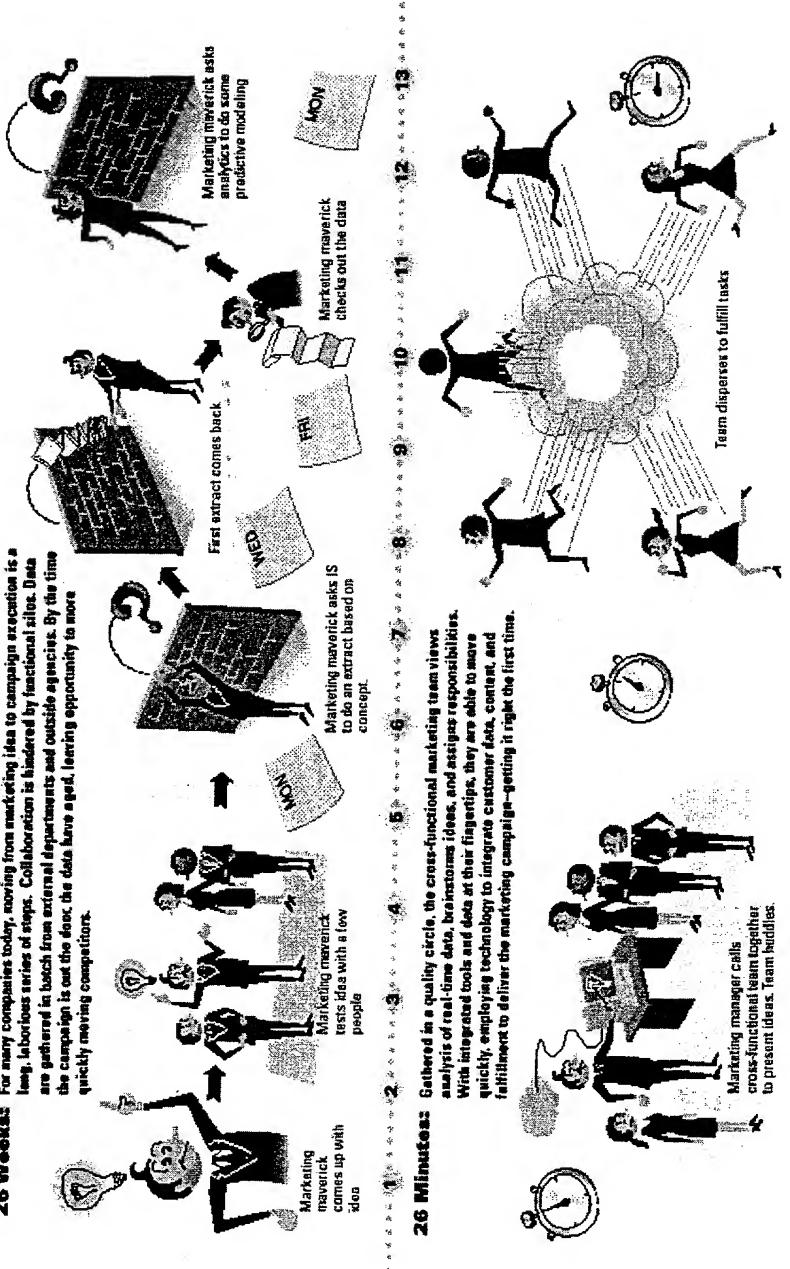


Fig. 13B

